

**A STUDY ON**  
**“IMPACT OF SALES PROMOTION”**

**With reference to**  
**GM Cables and Switches PVT.LTD,**

*A project report submitted to the*  
*Department of Commerce*

**P. B. SIDDHARTHA COLLEGE OF ARTS AND SCIENCE**

*In partial fulfilment of the requirement for the award of the degree of*  
**BACHELOR OF COMMERCE**

*Submitted by*  
**PRIYAL JAIN**  
**202645**

*Under the Guidance of*  
**Sri. BURRA PHANI KRISHNA**  
M.Com., M.Phil., LLB, PhD  
**Asst. Professor**  
**Department of Commerce**



**P. B. SIDDHARTHA COLLEGE OF ARTS AND SCIENCE**

**An Autonomous College Accredited to “A+” by NAAC**  
**(Affiliated to KRISHNA UNIVERSITY, Machilipatnam)**  
**VIJAYAWADA**

**2020 - 2023**

**P. B. SIDDHARTHA COLLEGE OF ARTS AND SCIENCE  
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**CERTIFICATE**

This is to certify that this project work titled **“A STUDY ON IMPACT OF SALES PROMOTION WITH REFERENCE TO GM Cables and Switches PVT. Ltd,”** is a bonafide work done by **PRIYAL JAIN (202645)** under my guidance and supervision in partial fulfilment of the requirement for the award of the Degree of Bachelor of Commerce in **P. B. SIDDHARTHA COLLEGE OF ARTS AND SCIENCE, Vijayawada, Affiliated to Krishna University, Machilipatnam, during the academic year 2020 - 2023.**

**Sri. BURRA PHANI KRISHNA**  
**Asst. Prof & Project Guide**

**KONA NARAYANA RAO**  
**Head of the Department**

**External Examiner**

**Head, Dept. of Commerce**  
**P.B Siddharatha College of**  
**Arts & Science, VIJAYAWADA**



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## Internship Certificate

This is to certify that **Ms. PRIYAL JAIN, Roll No. 202645** pursuing Bachelor in B.Com Business Process Management in P.B. Siddhartha College of Arts & Science, Vijayawada has successfully completed her Project Work from **30-01-2023 to 06-05-2023** in the field of **Impact of Sales Promotion on Buying.**

During this period of his Project work Programme with us she was found hardworking and committed.

With best wishes.

Place: Vijayawada

Date: 09-05-2023



For GM CABLES & SWITCHES Pvt. Ltd.

Authorised Signatory

K.Bala Prasada Rao

Asst. Manager

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